

SIERRA MADRE NEWS

PUBLISHED WEEKLY

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, DECEMBER 15, 1916

VOL. XI, NO. 11.

RED CROSS CHAPTER WINS SILVER CUP IN NATIONAL ORDER'S MEMBERSHIP CONTEST

Sierra Madre now has another claim to fame through the activities of the local branch of the American Red Cross. The coveted silver cup has been won for having the largest chapter membership in proportion to the size of the town of any in the United States.

News Brings Joy

Telegraphic news of the winning of the silver cup was received this morning from Washington where the convention of the national organization is in session. The contest closed last month and the telegram brought welcome relief from the suspense which the enthusiastic local Red Cross workers have felt since.

Sierra Madre Chapter had 172 members at the close of the contest period. No further information is available as to the standing of other chapters.

The American Red Cross has 250 chapters and 286,461 members. The trophy was won in the face of competition throughout the country.

Given by Miss Boardman

This silver cup was offered several months ago by Miss Mabel Boardman, one of the national figures in Red Cross work. It was actively sought by a large number of chapters in towns of all sizes.

To win the honor for Sierra Madre and the local chapter became the ambition which stirred the members to strenuous and long-continued efforts. It must not be thought that large membership was the chief aim of the chapter. Instead the increase simply meant more workers and contributors to help along the fine work the chapter was doing.

STURTEVANT TRAIL SCHEDULE ANNOUNCED

Plans Made To Afford Safety During the Busy Seasons

Operating schedules for pack trains on the Sturtevant Trail have been established by authority of the Department of Agriculture at Washington. Pack trains will have right of way, but are limited in their hours of operation.

In communication to the News Forest Supervisor Charlton says:

Because of several accidents which have occurred on the Sturtevant Trail, and because of several "near accidents," it has been deemed advisable to have traffic regulations governing that portion of the trail between Carter's Camp and the Big Santa Anita Ranged Station, a distance of approximately five miles. Thinking that these regulations might be of local interest to your readers, I am enclosing herewith a copy.

In the past, our greatest difficulty has been in preventing pack animals returning from the canyon without a load from running down the trail, and to prevent this we have required that each south bound pack train shall be preceded by a man who would not only hold the animals in check, but who can warn all pedestrians and horsemen he may meet going up the trail of the approach of the train.

Very truly yours,
R. H. CHARLTON,
Forest Supervisor.

By virtue of the authority invested in the Secretary of Agriculture by the Act of Congress of February 1, 1905 (33 stat., 628), amendatory of the Act of Congress of June 4, 1897 (30 Stat., 11, 35), I, C. F. Marvin, Acting Secretary of Agriculture, do make and publish (as a part of and additional to the regulations now in effect) the following regulations, in force and effect on and after January 1, 1917, from June 1 to September 30, inclusive, and on Saturdays, Sundays, and holidays throughout each year, governing the use of the Sturtevant Trail in the Angeles National Forest, California, from its southern terminus (Carter's Camp), in section 16, Township 1 North, Range 11 West, S. B. B.

& M., to the Big Santa Anita Canyon Ranger Station in approximately the N.W. quarter of the S. E. quarter, Section 3, T. 1 North, Range 11 West, S. B. B. & M.

(a) Pack trains shall have the right of way over all horsemen and pedestrians. (A pack train within the meaning of those regulations shall consist of four or more pack animals.)

(b) The trail shall not be used by a nyapckaBM,p:ive esrC'mot by any pack train not having a bell attached to at least one animal, or any pack train in charge of a person less than eighteen years of age.

(c) Each south-bound pack train shall be preceded at a distance of approximately 500 feet along the trail by a man, who shall warn all persons of the approach of such train.

(d) North-bound pack trains shall not leave the southern terminus except between 9:30 A. M., and 10:30 A. M.

In testimony whereof, I have hereunto set my hand and caused the official seal of the Department of Agriculture to be affixed at Washington, D. C. this 27th day of October, 1916.

(Signed) C. F. Marvin, Acting
Secretary of Agriculture.

RED CROSS NOTES

Christmas cheer was sent to some of the soldier boys on the border by the Red Cross which shipped to Troop D, 1st Cavalry of Utah at Nogales, a box in which there were 86 Christmas packages all wrapped and having some message of Christmas greeting. A sack of magazines was also sent, both shipments being in care of the mess sergeant.

As all of the California boys have been mustered out, the Utah boys were suggested by Mr. Eldred Yule late of the California Cavalry as the recipients of the gifts.

Membership still grows in the Red Cross. Miss Isabelle A. Clark is the last to join the organization.

Honoring Mrs. L. M. Caldwell and Mrs. J. E. Fairbank who left on Wednesday night to make their home in Los Angeles, Mrs. J. T. Mason entertained on Wednesday afternoon. Assisting her were her daughter, Mrs. G. H. Lettau, Mrs. W. J. Lawless, Mrs. C. C. Nourse, Mrs. C. C. Montgomery, Mrs. W. H. Ingraham and the Misses Alice Weaver and Carrol Ferris.

BUSINESS IS GOOD AT POST OFFICE

Increase In All Departments Over Last Year Is Shown

Holiday business is rushing at the Sierra Madre post office, regardless of what anyone may say regarding hard times or slow trade. Comparison of business for the first thirteen days of December with the same period last year shows substantial gains in all departments.

Sales of stamps have increased by 12½ per cent. Money orders issued amount to 50 per cent more than last year. Money orders paid amount to 10 per cent more. The increase is spread evenly over the period, there being no large individual transactions which would account for the gains shown in any department.

Handling the Rush

Special arrangements have been made in the post office to facilitate the handling of mail, both incoming and outgoing. In addition to Miss Olsen and Miss Goldberg of the regular force, Herbert Ingraham is playing the role as chief assistant to Santa Claus. He presides over the parcel post delivery department. In addition he has devoted his talent to the preparation of striking posters and signs to aid the public in transacting business of the various classes.

This may be the only post office in the country which maintains its own art department! At any rate, the signs are good and they answer a lot of questions before they are asked.

CHRISTMAS SEALS ARE RESTRICTED

When you stick a Christmas seal on your letter or gift package, it may save delay to remember that such seals are permitted only on the back. They must not be placed on the address side, on the theory that they might be confused with stamps.

This ruling is mandatory regarding foreign mails. It would be excluded from the mails if allowed to go through the local post office, and the sender would be notified to send postage for its return. While the prohibition is not absolute regarding domestic mails it is earnestly recommended by the post office department as a means of expediting mails and preventing confusion.

WAGES ARE RAISED FOR CITY LABOR

Trustees Decide H. C. of L. Is Sufficient Ground For Advance

Laborers employed by the city will receive \$2.25 per day, the advance of 25 cents taking effect at once. Action to that effect was taken at last night's meeting of the trustees.

Trustee Hawks said that the matter had been presented to him by taxpayers. In the discussion which followed the trustees agreed that under the present conditions of expensive living, the old rate was too near the minimum of subsistence to be justifiable.

Trustee Caskey moved that the rate be increased and the motion was adopted unanimously.

THE EPISCOPAL CHURCH

Church of the Ascension, the Rev. Dr. Geo. H. Cornell, Rector. Vested Choir. Third Sunday in Advent. Holy Communion 7:30 A. M. Sunday School 9:45 A. M. Morning prayer service and sermon 11 A. M. All are cordially invited.

HARTMAN HEADS MERCHANT'S ASSN.

Election of Officers and Feed Occupy Interesting Meeting

F. H. Hartman was elected president of the Sierra Madre Merchants Association at the semi-annual election Monday evening. W. H. Bissell was elected vice president and F. P. Baugh was named secretary.

An amendment to the by-laws was adopted providing for monthly instead of bi-monthly meetings. Regular sessions will be held on the third Monday of each month.

There was continued discussion of credit and collection problems. Steps have been taken recently to form an association of all similar bodies in Southern California. With that accomplished it will not only be possible for local merchants to protect each other from dead beats, but for associations in different towns to maintain a credit reference service and prevent dead beats from repeating in another town after working the merchants in one place to the limit.

A delegation was appointed to visit the Alhambra business men's association. That body has an effective system for bunching claims of members and enforcing collections where debtors are chronically slow.

Following the business session a social hour was spent. Coffee, wienies and sandwiches helped to make the evening enjoyable.

LESTER DONOHUE AT THE SYMPHONY

Young Los Angeles Pianist Is Soloist at Current Concerts

At the beginning of the Los Angeles Symphony Orchestra's season it was promised by Manager F. V. Blanchard an the board of directors that there would be many rare surprises for the patrons this year. It was no braggart boast nor was it a rainbow promise, for out of their store of interesting features and novelties they have announced that at the concerts scheduled for this afternoon and Saturday evening, Lester Donohue will be the piano soloist. The name is not unfamiliar throughout this part, since Mr. Donohue is being heralded throughout the west, which is enthusiastic in its praise, as a Los Angeles artist.

It is a more mature artist, however, that will be heard this time, for Mr. Donohue, according to the most critical of the New York and Boston musical reviewers, has broadened and reached an understanding of his art, which combined with his great technical skill, has already given him rank with the world's famous artists.

Said the New York Evening Globe of the celebrated young artist: "Mr. Donohue is one of the most gifted and accomplished of the young pianists before our public. His performance of the Brahms' ballade in D major was perhaps the most thoroughly admirable and enjoyable example of piano playing heard in our concert halls this season."

On Saturday Mr. and Mrs. W. J. Lawless, Mr. and Mrs. William Allen, Mr. and Mrs. E. C. Carhart, Mr. and Mrs. C. C. Nourse and the Misses Jean and Hazel Woodward will motor to San Pedro where they will enjoy a picnic lunch. Later in the afternoon they will be joined by Mr. and Mrs. G. H. Lettau and all together join Mr. and Mrs. J. T. Mason, who leave at 5 o'clock by the Great Northern Steamship line for Honolulu.

DR. JAMES MC LAREN PREACHES SUNDAY

Well Known Lecturer Will Speak At the Congregational Church

Dr. James McLaren, Nationally known as a lecturer and sometimes called "the dramatic orator of California," will occupy the pulpit of the Congregational Church both morning and evening next Sunday. Dr. McLaren was in the ministry before he began to devote all his time to the lecture platform.

Of late years Dr. McLaren has given his lecture, "The Flags of the World," in all parts of the country. He will be remembered with pleasure by those who heard him before the Woman's Club a year or two ago.

WOMAN'S CLUB NOTES

The annual Jinks of the Club which takes place on December 27, will be in the capable hands of Mrs. Marcus Copps who has announced that it will be in the form of a "Paper Party." Members are asked to come attired in paper dresses and a program which Mrs. Copps is now planning is to occupy the afternoon. This will be the editing of a paper by different members. A simple luncheon will be served at one o'clock for which a very small sum will be charged each member.

The Holiday Dance on the evening of December 29th will be in charge of Mr. and Mrs. H. I. Hawkshurst who have promised many entertaining features for the guests. Dancing will begin at 8 o'clock and last until 1, with the four piece Fletcher Orchestra providing the music and during the intermission a light supper will be served.

The Woman's Club met in regular session on Monday, a large gathering enjoying the musical program under the charge of Mrs. W. E. Farman. The young artists, all pupils of Madam Phoebe Ara White of Los Angeles were a credit to their teacher.

Mrs. Azealia Stein, contralto, appeared first, pleasing her hearers with two numbers, responding to an encore with De Koven's "Rosalie." Miss Vera Morrow Crawford, who has been heard her before, again received much applause for her lilting singing. Gifted with a pleasing personality and poise, Miss Clara Robbins gave the difficult aria from Madam Butterfly in English, "One Fine Day," and responded to an encore by singing Robyn's "I Am a Gypsy Wild and Free," with much expression and ease.

All these young artists showed a delightful freedom from affectation and perfect control of breath as well as splendid enunciation.

The pianist, Miss McCullough, had a thorough understanding of her work and performed her parts most creditably.

Previous to the program, announcements were made and a report given by Mrs. Flather who had together with several other ladies including Mrs. Farman, attended the Woman's Orchestra Reciprocity Day when the Orchestra gave one of its programs. A member of the orchestra who is a resident of Sierra Madre is Miss Lalla Fagge, violinist who holds the position of second concert mistress in that organization.

Tea was served in the dining room with Mesdames Minnie Kimball and F. B. Seeley as hostesses.

The next regular session of club will take place on the second Monday of January.

RECORD RUN TO HASTEN OPERATION

Conductor Roy Wagner made a record run on the Pacific Electric after the midnight trip Wednesday morning, and successfully carried Motorman Ash to Los Angeles for an urgent appendicitis operation.

With Harry W. Ash, 34 of Sierra Madre, motorman, suffering from acute appendicitis, with death hovering near, and Mrs. Nina Ash, his wife, as passengers, Wagner brought his car from Sierra Madre to First and Main Streets in twenty-nine minutes, a record run.

When Ash was stricken, Dr. Krebs of Sierra Madre, notified Wagner, that the only hope of saving Ash's life lay in a speedy operation and informed him that the patient would not live if the operation was delayed until an ambulance made the round trip from one of the Los Angeles hospitals. Wagner communicated with inspector Wiggins and the latter ordered a special run and cleared the tracks.

Mrs. Ash insisted on accompanying her husband. An ambulance awaited the car at First and Main streets and rushed Ash to the Crocker Street hospital, where the operation was performed. It was announced at the hospital last night that Ash would recover.

PICTURE SHOW

An attractive film is offered at the picture show for Saturday called "The White Rosette." A synopsis of the story is as follows:

The Mutual Masterpicture film which will be the feature of the Club House picture show on Saturday night is something of a novelty. Two parallel dramas, one in the middle ages and one in the present, are depicted. In each case a wife falls in love with a sweetheart of younger associate and lays and intrigue to win him away, while doing away with her own husband. How the plot fails and the manner of expiation are dramatically depicted by a capable cast in which the individuals take the parallel characters in each drama.

Miss Gladys Kraftt who is an accomplished piano player will provide the music for the show Saturday evening.

WILSON DINNER NEXT TUESDAY EVENING

Arrangements are practically complete for the Woodrow Wilson Dinner to be held at the Sierra Madre Inn next Tuesday evening by voters of all parties and both sexes. Nathan Newby, one of the most eminent orators of Southern California, will be the principal speaker. Walter F. Dunn of Monrovia, district committeeman of the Democratic party, may be present to speak. Rev. W. H. Stubbins will introduce the speakers.

To ensure ample accommodations it is important that all who will be present make their reservations in advance. Names can be given to Mrs. R. A. Kimball, Louis Dietz or W. H. Stubbins.

The home of Mr. and Mrs. W. J. Lawless was the scene of a brilliant gathering on Saturday night when guests numbering 75 gathered at this hospitable home to bid good bye to Mr. and Mrs. J. T. Mason and to welcome Mr. and Mrs. William Allen who have been house guests of Mr. and Mrs. Lawless. Cards and dancing were enjoyed until midnight.

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Milk, per quart, 9 cents
Cream, half pint, 10 cents
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PROMPT DELIVERIES AT
ALL TIMES443 W. Highland Avenue
Phone Black 104REDUCTION ON ALL
MILLINERYThat is useful as well as ornament-
al. All Millinery to be closed out
to make room for Spring Stock.

Come and Be Convinced

MILLINERY PARLOR

29 Windsor Lane

HELP STAMP OUT

TUBERCULOSIS

BUY RED CROSS STAMPS
1 Cent Each

Children can get stamps to sell at the Helping Station between the hours of 8 and 9 A.M., and 12 to 1 P.M. Children will be allowed ten per cent on all they sell.

When the children come to sell these holiday stamps remember most of the money is kept at home for local use and the rest goes to the American Red Cross headquarters.

PERSONAL
MENTION

Mrs. Clarence Riley of South Pasadena has been the guest of her cousin, Mrs. George B. Morgridge this week.

Mr. and Mrs. Paul Iserberg, Honolulu, have taken Mrs. Groth's cottage on E. Mira Monte for the winter.

Arthur Evans was among the guests at the wedding of Miss Beatrice Varney on Tuesday night when she became the bride of Mr. Howard House of Los Angeles. Mrs. House was a former resident of Sierra Madre and has many friends here.

Dr. and Mrs. L. L. Krebs with Mr. and Mrs. Arthur Reynolds of Pasadena motored to Imperial Valley for a few days, stopping at Grossmont where they were joined by Carrie Jacobs Bond who made the rest of the trip with them, all stopping at the Barbara Worth Hotel.

Mr. and Mrs. John R. Jelly of Lockport, N. Y. who have been guests of Mr. and Mrs. M. D. Welsher for a fortnight, have rented a house on Auburn Avenue and will spend the winter here. They made many friends in Sierra Madre on the occasion of a visit several years ago.

The Dickens Fellowship will meet with Mrs. Maul next Wednesday, December 20th, 1916.

Friends of Mr. Raymond Hedderly are welcoming him back after an absence of two months in Arizona.

The Misses Hazel and Jean Woodward were the guests of Mr. and Mrs. G. L. Mitchell of Santa Monica on Tuesday and Wednesday.

Mr. and Mrs. E. C. Carhart are having a neighborhood gathering to-night for Mr. and Mrs. J. T. Mason who are leaving on Saturday for Honolulu to visit for a few months with their daughters, Mrs. Walter Greason and Mrs. Alfred Lockwood.

Dr. and Mrs. L. L. Krebs and Miss Thomasella Graham entertained with a dinner party at the Cabaret on Friday night, their guests being, Miss Leigh and Munsell, Miss Virginia Inloes, Mr. Harry Allis, Mr. Anthony Anderson, Mr. Murray Marshall and Mr. Wayland Smith, Miss Beth Krebs, Kellogg Krebs and Sam Graham.

A very successful indeed was the Tea given by the mothers of the S. F. G. boys at the home of Mrs. J. F. Sadler. It was evident from the large attendance that a great number are interested in the boys and their cabin in the mountains. A pleasant afternoon was spent with fancy work and refreshments were served. The silver offering amounted to about six dollars. The next tea will be held at the home of Mrs. L. R. Thompson. The date will be announced later.

A very cleverly planned and well kept secret was disclosed Tuesday night when a happy class of ten little girls with their

teacher, Miss Mohr of the Congregational Sunday School invited Miss Carson and Gardner to Miss Tarr's home for a jolly surprise. There were Christmas games and a Christmas tree, it being more pleasant to give than to receive these little maids who were, Muriel Tarr, Katharine Archer, Linda Schwartz, Frances Willard, Norma Simank, Thelma Reed, Florence Evans, Marjorie Bleeker, Mary Benton and Vivian Ramharter, had a gift for each of their teachers.

One of the jolly parties at the Cabaret dinner at the club house this evening is that given by Mr. and Mrs. Justis Kraft, their guests being the Misses Katherine Gilkey of Los Angeles, Marion Phillips, Lotta Thomas, Caroline Wagoner, Ruth Hamilton of Pasadena. Messrs. Wain Smith, Howell Smith, Virgil and Roscoe Wilson, Mr. Gilmore and Mrs. E. Smith of Pasadena. Messrs. Byron Buttler, Groff of the Sierra Madre Villa with Mrs. W. H. Ingraham and Gladys and Elsa Kraft of Sierra Madre. Brown and Francis Francisus. Another party consisting of Mr. and Mrs. H. I. Hawkshurst, the Misses Bertha Carson, Minnie Gardner, Yerde Appleby, Helen Williams, Grace White and Mrs. Benedict Schupp; Messrs. Philip C. Carter, Wade Brunson, Gale Williams, Victor Hill, Raymond Hedderly and Herbert Ingraham have reserved a table for this evening.

Mr. and Mrs. S. M. Karicofe are the proud parents of a baby girl, born this morning.

Robert Clark left last week for Latic, Cal., where he will be employed by the Sunshine Copper Company.

EXTRAVAGANCE OF
CHEAP TIRES

Mr. Steinberger of the Sierra Madre Garage in speaking recently on the subject of tire economy, referred to a timely editorial by Arthur Brisbane that appeared in all the Hearst newspapers.

Mr. Brisbane, who is probably the highest paid editorial writer in the world and who is himself an ardent motorist, has strong convictions on the tire question, and his views are well worth reprinting for the information of others who are desirous of getting the most value possible when they buy tires. The Brisbane editorial says in part:

"Automobile extravagance is based oftener on the buying of tires and tubes without character than on any other department of automobilism."

The making of tires is an absolute science, to which engineers and manufacturers have devoted years of study and millions of dollars in experiments.

The well-made tire represents actual cash invested. It has its fixed value, and does not let anybody persuade you to the contrary.

Beware of a dealer who tells you that he can sell you "this tire cheaper and just as good." It has no name on it that you ever heard of before. "But it is made by a big factory," says the dealer, "and they sell it to me cheaper."

Such talk is misrepresentation and cheating.

Study the tire question for yourself; act in the purchase of tires as you would in the purchase of materials for your business. Buy of reliable concerns that have millions of dollars, years of experience and a reputation more valuable than their invested capital back of their product.

To buy cheap tires, cheap tubes, wastes money and destroys pleasure.

This applies especially to the man who owns one of the lower priced cars and drives it himself. To him the bursting of a tire is money, and hard work.

The man driving his own car

HELLO!

Yes, Give Me
Black 12

NORRIS'

That's the place
to get Bargains inXmas
Supplies

PAY CASH and SAVE MONEY

ON YOUR CHRISTMAS SUPPLIES AT

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Specials for Saturday Only

1 lb. Best Creamery Butter	40
7 lbs. Fancy Bell Flower Apples	25
3 pkgs. None Such Mince Meat	25
Pig Pork Roast, the lb.	16
Nice Rolled Pot Roast, no bone, the lb.	15
Cross Rib Shoulder Clod, the lb.	15

See Our Chase & Sanbourn's Coffee and Tea Window. With its Japanese Tea Pot Free to you—

1 lb. of the famous Seal Brand Coffee	40
1/2 lb. High Grade Canister Tea, any flavor	30
and one Art Tea Pot or Tea Canister	Free

CHRISTMAS CANDIES AT POPULAR PRICES—

Fancy boxes Delicious Chocolate Creams, 25c to \$1	
35c Grade Chocolate Creams, the lb.	25
Fancy Layer Figs, the lb.	20
2 lb. Mixed Hard Candy	25
Fancy Mixed Nuts, the lb.	25
Fancy Cluster Raisins, the package	15
Not-a-Seed Raisins, package	11
Fancy, Citron, the lb.	30
Full Quart Bottle Pure Apple Cider Vinegar	10
Fancy Boxes of Linen Lawn Note Paper	25

Handkerchiefs, Suspenders, Arm Bands, Tissue Paper in all colors, Fancy Paper Napkins, Crepe Napkins in white, Fancy China, Japanese China, Crockery, Glassware.

REDUCE THE HIGH COST OF LIVING

Buy Oleomargarin at 28 cts the lb. and Save a third on your Butter bill.

Fancy Young Local Turkeys for your Christmas Dinner—Order now and select just the size you want.

Jevne Plum Pudding, Jevne Mince Meat, Jevne Fruit Cakes, Jevne Layer Cakes, Walnut, Almonds, Pecans, Filberts, Brazil Nuts, Mixed Nuts, Pop Corn, Cranberries, Celery, Apples, Bananas

For Sunday Breakfast—

Pure Pork Sausage, our own make, the lb.	20
Flapjack Pan Cake Flour, pkg.	15 and 25
Log Cabin Syrup, its delicious, can.	25
Chase & Sanborn's Seal Brand Coffee, lb.	40

Calling up Black 12

S. R. NORRIS, Proprietor of the

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SHAVERS

Durham Duplex, 4S, Ender, Ever-ready, Gem, Gillette, Odell and Sexto-Blade. 50c to \$5.00.

TOILET NECESSITIES FOR
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Combs, Brushes, Rattles, Teething Rings, Fine Talcs and Soaps.

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knows that a well-made tire is one-half the pleasure of automobilism.

Fortunately the makers of the best tires devote especial attention to the light cars. There is nothing more extravagant than a cheap, poorly made tire on one of the lower priced automobiles.

Dollar for dollar the good tire will give more than double the mileage and five times the pleasure.

Mr. Steinberger, who is the local Michelin dealer, says that his business this year has been bet-

ter than ever before. He attributes a large measure of his success to the Michelin Universal Tread, which is a tire of the very highest quality, yet the price is extremely moderate. Mr. Steinberger agrees with Mr. Brisbane, that a good tire represents so much invested cash, so much fixed value, so that it pays to buy the best, especially now that you can get a tire like the Michelin Universal Tread, a tire that has an international reputation for quality and that is sold at such a moderate price. adv.

MODERN DENTISTRY AT MODERATE PRICES

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Merry Xmas

* Christmas Trees 3 to 8 feet, 12 cents the foot

Celery, Green Peas, Cauliflower, Spinach, Lettuce, fresh Tomatoes and all kinds of fresh vegetables.

MINCE MEAT PLUM PUDDINGS
FRUIT CAKES

Mixed Nuts, Nut Meats—Christmas Candy 15c the pound, 2 pounds for 25c.

CENTRAL MARKET SPECIALTIES

Turkeys at Wholesale Prices
From 14 to 21 lbs., 33 c the lb.

Roasting Chickens Hens Fryers

Ducks Fresh Oysters

Legs of Spring Lamb, lb.	25c
Prime Ribs Roast Beef, lb.	18 and 20c
Pure Pork Sausage, lb.	20c

300 lbs. Rump Corned Beef

M. D. WELSHER

OUR MOTTO

QUALITY—QUANTITY—SERVICE

Grocery Phone

Main 6

Market Phone

Main 97

Saturday Evening, Dec. 16

A FIVE-ACT DRAMA, FEATURING

E. FORREST TAYLOR AND HELENE ROBINSON

"The White Rosette"

Pathe News

Comedy

Woman's Club House

8:00 P. M.

Adults 15c, Children 10

Brenwood CLOTHES OF QUALITY

Of all the Christmas packages he finds around the Christmas tree, he's sure to like the Brenwood packages best.

For he knows they'll contain the things he wears every day, and likes, and derives pleasure from.

Come then and let's help you to select for him the Brenwoodwear he'd probably select for himself.

For instance:—

- A warm, wooly Mackinaw Coat at \$10 to \$12.
- A soft, cozy Bath Robe—\$4 to \$15.
- A let's-stay-at-home-tonight House Coat—\$5 and up.
- A hug-me-tight silk or knit Muffler—\$1.50 to \$4.
- A Day or Evening Waistcoat—\$2 to \$7.
- A beauteous Brenwood Cravat—50c to \$2.
- Brenwood Gloves—\$1.50 to \$5.
- A box o' Sox—\$1 and up.

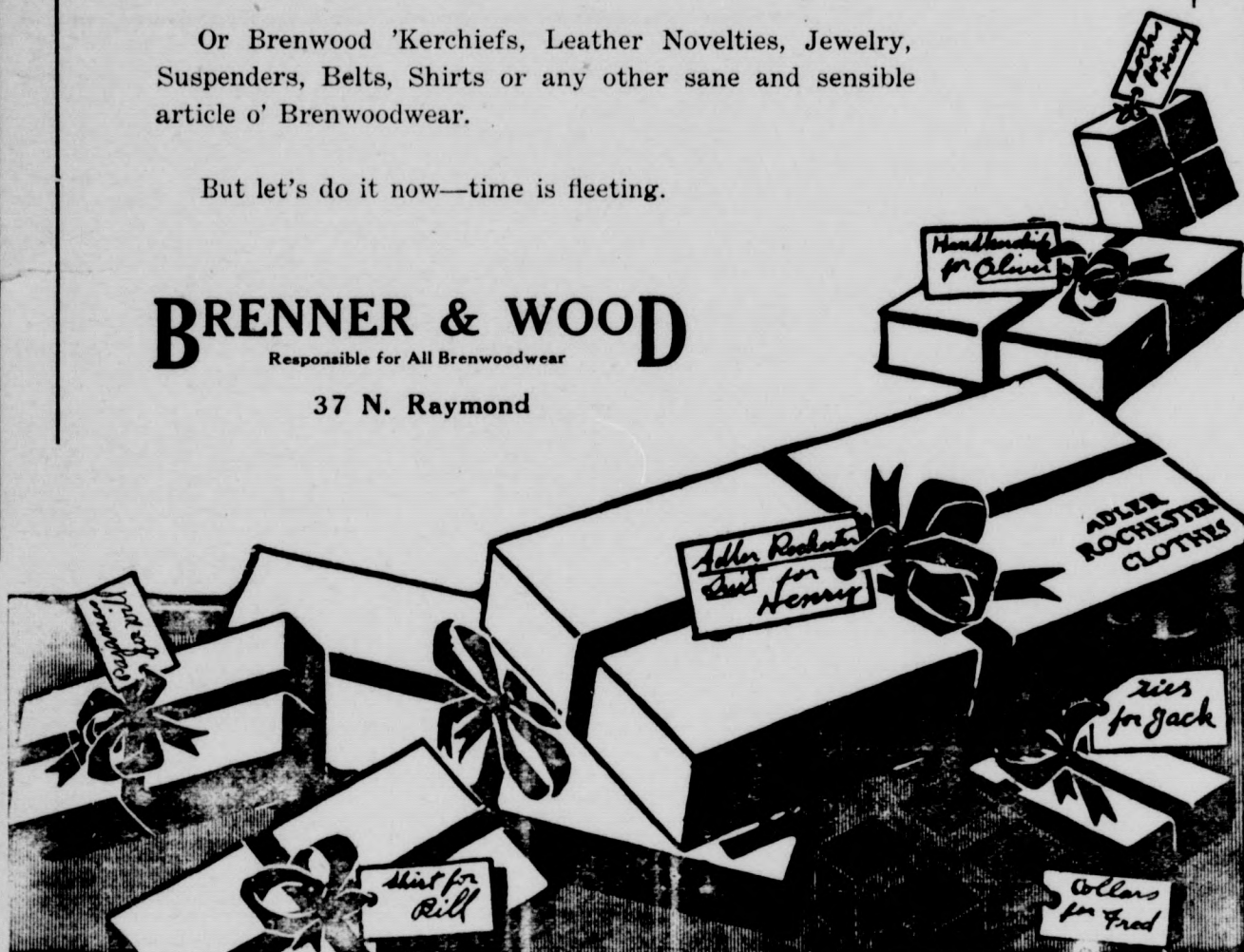
Or Brenwood 'Kerchiefs, Leather Novelties, Jewelry, Suspenders, Belts, Shirts or any other sane and sensible article o' Brenwoodwear.

But let's do it now—time is fleeting.

BRENNER & WOOD

Responsible for All Brenwoodwear

37 N. Raymond



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While Shepherds Watch'd

WHILE shepherds watched their flocks by night,
All seated on the ground,
The angel of the Lord came down,
And glory shone around.

"Fear not," said he, for mighty dread
Had seized their troubled mind;
"Glad tidings of great joy I bring
To you and all mankind."

"To you in David's town this day
Is born of David's line
The Saviour, who is Christ the Lord,
And this shall be the sign:

"The heavenly Babe you there shall find
To human view displayed,
All meanly wrapped in swathing bands
And in a manger laid."

Thus spake the seraph, and forthwith
Appeared a shining throng
Of angels praising God, who thus
Addressed their joyful song:

"All glory be to God on high
And to the earth be peace,
Good will henceforth from heaven
to men
Begin and never cease."
—Nahum Tate.

Holiday Season Plants.

Among the red berried plants the most beautiful of all are the holly trees and aucubas from Holland; shapely ardisias, brilliant fruited Christmas peppers, the old time favorite Jerusalem cherry trees, oshelote orange, pondeosa lemon trees, with their larger fruits of dark and light yellow, and those pretty little trailing plants, the partridge berries, grown in glass berry bowls, raised in America.

Jewelry for Christmas

Nothing could be more practical, or give a more lasting pleasure.

The HALLMARK store, with its unsurpassed buying facilities, offers you the advantage of their savings.

And remember, that for nearly 20 years the name "HALL" on the gift box has meant worth and excellence.

Men's Watches \$10.00—Elgin movement in a 20 year case, an especially good buy—others as high as \$160.00.

Hallmark Wristlet Watches \$15.00—Flexible bracelets 25 year case—the best smallest watch made. It comes in 14-k solid gold, \$25.00.

Rings for Men, \$4.00 to \$50.00—Perfect beauties, signet and gem set—some new Green Gold.

La Tusca Pearl Necklace, \$3.00 to \$25.00—These are extra fine.

Leather Bill Folds \$6.00—Beautiful seal and sea lion—combination card cases 14-k Gold corners.

Green Gold Hat Pins \$3.00 Pr.—The latest—applied filagree ornamentation—others as low as 75c the pair.

Men's Belts, Silver Buckles, \$1.50 to \$7.50—Necessary to the dresser 14-k Gold Buckles \$18.00.

Perfect Gem Diamonds \$25.00, 50.00 up to \$1000.00—Platinum ring mountings. In the face of a rising diamond market these are bargains.

Mahogany Mantle Clocks \$6.00 up to \$100.00—Seth Thomas hour and half hour strike—Others as low as \$1.50.

Comb, Brush and Mirror \$8.00—French Ivory "Du Barry" pattern. No charge for engraving.

Military Set in Case \$6.00.

Sterling Manicure Sets—A large variety of prices and patterns at prices that cannot be duplicated after the present stock is exhausted.

Solid Gold Cuff Links \$4.00—Good weight. Others as high as \$50.00.

See our Luminous dial Outing Watches \$8.00 to \$28.50 The darker the night the clearer the Time, just the thing for the mountains.

Gold and Silver Mounted Umbrellas and Walking Sticks \$3.00 to \$15.00.

THESE ARE BUT A FEW OF OUR MANY OFFERINGS Come in at any time—but it is better to shop early—WELCOME.

J. Herbert Hall Co.

Jewelers and Silversmiths—96-98 E. Colorado Street
Pasadena, California.

GAS

and the High Cost of Living

We hear a great deal these days about the high cost of living. And no one who pays the bills for a family can deny that food, clothing, drugs and other commodities cost more than they did a few years ago. Yet there is one great modern convenience which costs no more, which is actually cheaper than formerly; that commodity is GAS.

While it is a fact that all of the labor and material used in the gas business have increased in price, the Gas Company, cannot as the grocer, mark its prices up to the following rising costs. It is, indeed, only by practicing the most efficient methods of operation that the Gas Company is able to break even these times.

Gas is no longer a luxury; but is, in fact, the cheapest commodity the householder can buy. Realizing this he should use it in the place of all other fuels to cook his meals and to light and warm his home. This is what the Southern Counties Gas Company has done for the Cities and Municipalities in Southern California. We are distributing gas in the following municipalities:

SANTA ANA
TUSTIN
ORANGE
EL MODENA
GARDEN GROVE
HUNTINGTON PARK
NEWPORT BEACH
ANAHEIM
PLACENTIA
FULLERTON
BUENA PARK
BREA
LA HABRA

WHITTIER
MONTABELLO
POMONA
CHINO
CLAREMONT
LORDSBURG
SAN DIMAS
COVINA
AZUSA
GLENORA
ARCADIA
MONROVIA
SIERRA MADRE

SO. SANTA ANITA
EL MONTE
LONG BEACH
SEAL BEACH
SAN PEDRO
WILMINGTON
POINT FIRMAN
SANTA MONICA
SAWTELLE
OCEAN PARK
VENICE
PALMS
CULVER CITY

Wrapping the Gifts

Are you among the fortunate number who have completed their Christmas purchases and have them all neatly and daintily wrapped and labeled and placed in a large box or a drawer to await the proper moment when they are to be started on their way by mail, messenger or, perchance, personal delivery? If you are not, what are you doing with the little gift which you purchase or complete each day and add to the growing pile? Are you carefully wrapping each one after inclosing a pretty Christmas greeting card with soft white or gayly decorated Christmas paper? One cannot help but feel that those little remembrances which are received, all thoughtfully and artistically wrapped with a bit of holly or poinsettia paper and bound with red, green, white or holly ribbon and choicely labeled and sealed with the numerous attractive little stickers which come for this purpose, mean more in their detail of taste and care than all the handsome and wonderful gifts which time and money can produce without these final touches. Then make the offering as simple and inexpensive as you choose, but if you would convey to your friend an atmosphere of thought and remembrance take a little time each day to complete the arrangement for each friend before laying it aside with the other gifts. Not only will the preparation of the gifts take on additional interest to you, but it will make the last days of bustle and excitement less arduous, and then, too, you will not be piling into the postoffice or the express office all your various bundles at one time, but will be prepared to start many of them on their way in advance of the last rush and thus avoid the often inevitable delay which means belated greetings and, worse than all, packages which give the appearance of hasty arrangement and lack of thought.

NOTICE OF FORECLOSURE SALE

Sheriff's Sale No. B41738
Order of Sale and Decree of Foreclosure and Sale
George O. Renner, Plaintiff, vs. Harriet Ellsworth, Harriet Ellsworth as executrix of the estate of Thomas F. Ellsworth, deceased, C. A. Pontius, C. A. Polson, et al, Defendants.
Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 1st day of November, A. D. 1916, in the above entitled action, wherein George O. Renner, the above named plaintiff, obtained a judgment and decree of foreclosure and sale against Harriet Ellsworth, et al, defendants, on the 27th day of October, A. D. 1916, for the sum of Thirteen hundred fifteen and 12-100 (\$1315.12) Dollars gold coin of the United States, which said decree was, on the 30th day of October, A. D. 1916, recorded in Judgment Book 388 of said Court, at page 28, I am commanded to sell all those certain lots, pieces or parcels of land situate, lying and being in the County of Los Angeles, State of California, and bounded and described as follows:
Lots two (2) five (5) six (6) seven (7) and eight (8) of the Ellsworth Tract, being a subdivision of lot three (3) block three (3) of the L. J. Rose Subdivision of Lamanda Park, as per map recorded in book 16, page 148 of maps, records of said Los Angeles County. Also lots one (1) two (2) and three (3) of the Titely Tract No. 2, as per map recorded in book 5, page 139 of maps, records of said Los Angeles County.
Together with the tenements, hereditaments and appurtenances there-

unto belonging or in anywise appertaining.
Public notice is hereby given, that, on Wednesday the 20th day of December, A. D. 1916, at 12 o'clock M. of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interests and costs, etc., to the highest and best bidder, for cash, gold coin of the United States.
Dated this 23rd day of November, 1916.
JNO. C. CLINE,
Sheriff of Los Angeles County.
By W. T. Osterholt, Deputy Sheriff.
J. H. Merrian, Plaintiff's Attorney.

DO YOU want a loan on your Real Estate? Any amount! See the First National Bank.

Sierra Madre Feed & Fuel Co.

ANDREW OLSEN, Prop.

All kinds of stock and poultry feed. Best grades of fuel

TRANSFER

Main 50 Res. Black 24

MT. LOWE Excursion Fares

Extended to Dec. 17th, Inc.

\$1.50 From Los Angeles
\$1.25 From Pasadena

ON SALE EVERY DAY, INCLUDING SUNDAY UNTIL DECEMBER 17TH INC., BY AGENTS ONLY
RETURN LIMIT SEVEN DAYS

—Spend a delightful week or week-end at YE ALPINE TAVERN AND COTTAGES—American plan \$3 per day, \$15 per week, up—Housekeeping Cottages cheaper—GET ABOVE THE FOG, where the sun is shining—see the beautiful Autumn foliage—Saturday and Sunday evenings View Jupiter through Great Telescope at Echo Mountain. Can now best be seen—Reservations at P. E. Information Bureau—SECURE FOLDER—

FIVE TRAINS DAILY FROM MAIN STREET STATION,
LOS ANGELES.

8, 9, 10 A. M., 1:30 and 4 P. M.

Pacific Electric Railway

G. E. MESECAR, Agent., Sierra Madre, Cal.

T. W. Mather Co.

Northeast Corner of Raymond and Union
PASADENA, CALIFORNIA

Only Seven More Shopping Days

Our special section of Mark Cross Leather, Wicker and Metal goods offers unlimited selection of quality gifts for man and woman. The finer workings in leather shown in many individual pieces.

Mark Cross—Cigar and Cigarette Humidors, Match Holders, Ash Cups and Smokers' Novelties in mahogany, metal and glass.

Mark Cross—Ink Wells, Desk Pads, Trip Books, Engagement Books, Shears, Paper Cutters, Book Markers, Pencil Racks.

Mark Cross—Wicker Tray and Magazine Holders, Muffin Stands, Service Trays and Tables.

Mark Cross—Ribbon Cases, Dorine Powder Pockets, Twine Holders, Whisks, Jewel Cases.

Mark Cross—Rose and Tulip Vases, French China Breakfast Sets, Refreshment Spoons, Mahogany Nut Bowls.

Mark Cross—Leather and Beaded Hand Bags, Scissor Sets, Needle Cases, Manicure Sets, Sewing Baskets, Garden Baskets, Cocktail Shakers, High-ball Bottles.

Mark Cross—Location main floor, near the elevator.

Better Be Safe than Sorry

THE BEST FIRE INSURANCE FOR THE LEAST MONEY

A. N. ADAMS

Real Estate — Rentals — Insurance

ANDREWS & HAWKS

Real Estate, Loans and Insurance

Exchange 2

27 North Baldwin Avenue

FINE JOB PRINTING — THE NEWS PRINTERY

COMPARING TAX RATES OF WHOLE COUNTY

Sierra Madre About Midway in List of Municipalities of County

Comparison of tax rates between the cities of this county has been difficult in the past because of the varying standards used by local assessors. Figures were not always what they seemed.

Under the new system of uniform county assessment, it is possible to calculate rates on uniform basis. This has been done by the county efficiency commission with interesting results.

Sierra Madre's Rank

Sierra Madre stands seventeenth among the thirty-five cities in the county in the table. Sixteen pay higher rates.

The following table of the comparative tax rates in the various cities of Los Angeles county has been prepared by the efficiency department at the request of the city and county consolidation commission of Los Angeles city.

Heretofore it has been difficult to compare the various city tax rates, as the various city assessors have not all made their assessments on the basis of the same percentage of the market value of the property, and in comparing tax rates the basis of valuation, as well as the rate, is important.

This year, however, by reason of the work of the city and county joint bureau of appraisal, the county has made a new and uniform appraisal throughout the county. About one-half the cities of the county, including Los Angeles city, have this year used this same county valuation as the valuation for purposes of city taxes.

As to those cities that have not used the uniform county

valuation for their city taxes, it is a matter of simple arithmetic to refigure their city tax rates on the basis of what they would have been if levied on the county valuation and the same amount of city taxes had been raised. This is what has been done by the efficiency department, and the following table shows the total tax rates, state, county and municipal and school district, everything included, figured on the common basis of county valuation, for each of the cities of Los Angeles county, for the present fiscal year. High tax rates are frequently due to local bond issues, which presumably are giving full value commensurate with the tax to which they give rise.

Tax rate based on county valuation, combined city and county.

Manhattan ..\$5.90	Tropico ..\$2.96
Azusa ..5.55	Glendale ..2.94
Monrovia ..3.77	Glendora ..2.93
Pomona ..3.64	Los A.2.92
Hermosa ..3.58	Inglewood ..2.91
Whittier ..3.56	Long Beach..2.75
Venice ..3.42	Eagle Rock..2.73
Santa Monica 3.39	Burbank2.71
Redondo ..3.34	Claremont ..2.63
Hunton Pk. 3.32	Sawtelle2.63
Compton ..3.30	S. Fernando..2.40
Watts ..3.25	El Monte ...2.37
Alhambra ..3.25	Vernon2.26
Covina ..3.14	S. Gabriel ..2.11
Jordsburg ..3.12	Avalon2.11
So Pasadena 3.05	Beverly2.05
Sierra Madre 3.03	Arcadia1.91
Pasadena ...3.01	

NOTICE OF ANNUAL MEETING

Notice is hereby given that the annual meeting of the stockholders of the First National Bank of Sierra Madre, California, will be held in the banking rooms of said bank, Tuesday, January 9, 1917, at 3 o'clock P. M., for the purpose of electing directors for the ensuing year, and for the transaction of such other business as may lawfully come before the meeting.

F. W. NUETZEL, Cashier,
Sierra Madre, California.
December 8, 1916. 14

Sunday Outings

During the Winter Months, the SOUTHERN PACIFIC will offer excursion tickets each Sunday at ONE FARE for the ROUND TRIP between all points where the one way fare is not less than fifty cents nor more than five dollars. Good going and returning on Sunday trains.

Tickets honored on Pacific Electric cars from Sierra Madre

Phone G. E. Mesecar, Agent
Pacific Electric Railway

Southern Pacific



—See the Apache Trail of Arizona

NOTICE OF FORECLOSURE SALE

Sheriff's Sale No. B22528
Order of Sale and Decree of Foreclosure and Sale
Charles A. Smith, Plaintiff, vs. G. Pray Smith, Title Guarantee & Trust Company, a corporation, H. A. Stouffer, Richard F. Bennett and Mary J. Hyatt, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 4th day of December, A. D. 1916, in the above entitled action, wherein Charles A. Smith, the above named plaintiff, obtained a judgment and decree of foreclosure and sale against G. Pray Smith, Title Guarantee & Trust Company, et al., defendants, on the 28th day of November, A. D. 1916, for the sum of Ninety-two hundred fifty and 35-100 (\$9250.35) Dollars gold coin of the United States, which said decree was, on the 4th day of December, A. D. 1916, recorded in Judgment Book 388 of said Court, at page 90, I am commanded to sell all that certain lot, piece or parcel of land situate, lying and being in the County of Los Angeles, State of California, and bounded and described as follows:

Lots "G" and "H" of the Re-Plat of the Vosbur Tract, as per map recorded in book 52, page 77, miscellaneous records of said county. Together with the tenements, heredita-

ments and appurtenances thereunto belonging or in anywise appertaining. Public notice is hereby given, that, on Monday the 8th day of January, A. D. 1917, at 12 o'clock, M., of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interests and costs, etc., to the highest and best bidder, for cash, gold coin of the United States.

Dated this 14th day of December, 1916.
JNO. C. CLINE,

Sheriff of Los Angeles County.
By W. T. Osterholt, Deputy Sheriff.
Jones & Weller, Plaintiff's Attorney.

GOOD

REAL ESTATE BARGAINS
FIRE INSURANCE
AUTO SERVICE

Notary Work at your home or my office, Baldwin and Central

S. R. G. TWYXCROSS

Green 2 — —Black 11

EDISON ELECTRICAL HOLIDAY GIFTS



Hotpoint Chafing Dish
Beautiful Design. Besides Chafing Dish Cookery, Can be Used for Heating Water and Making Chocolate and Soup.

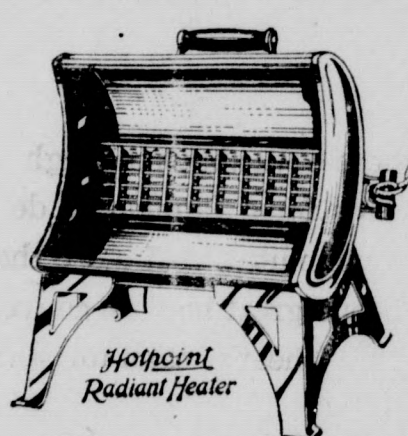


Hotpoint Radiant Grill
Boils, Broils, Fries and Toasts. Both Above and Below the Coils.

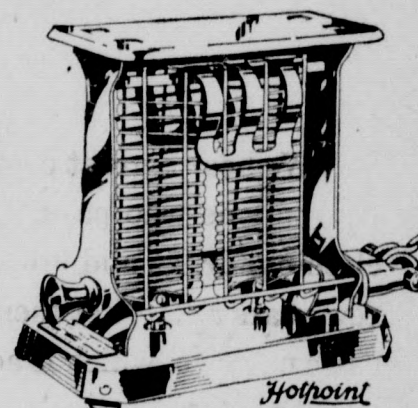
Gladden and Lighten the Whole Year 'Round



Hotpoint Radiant Heater
For Warming Bath Rooms, Breakfast Rooms or Small Bedrooms.



Hotpoint Radiant Heater
For Warming Bath Rooms, Breakfast Rooms or Small Bedrooms.



Hotpoint Toaster
Toasts Two Slices of Bread at one Time. Makes Hot Toast at the Breakfast Table.



Hotpoint Valueless Percolator (Aluminum)
Makes Perfect Coffee



Hotpoint Valueless Percolator (6 Cup Nickel)
For Those Who Desire Refined Table Service this Electric Percolator is a Necessity.

IN YOUR QUESTS FOR GIFTS FOR CHRISTMAS AND NEW YEAR THERE ARE NONE SO NOVEL AND UNIQUE AS ELECTRICAL GIFTS.

THEY ARE BEAUTIFUL AND PRACTICAL AND ARE ALWAYS APPRECIATED. BEING IN DAILY USE THEY ARE CONTINUAL REMINDERS OF THE DONOR.

SELECTION OF HOLIDAY PRESENTS FROM THE LARGE LINE OF ELECTRICAL APPLIANCES IS EASY AND INTERESTING—DIFFERENT FROM RACKING YOUR BRAIN CHOOSING FROM THE THINGS YOU HAVE ALWAYS THOUGHT OF. IT IS WISE TO ORDER NOW TO SECURE PRE-HOLIDAY DELIVERY.

ADDITIONAL SUGGESTIONS FOR ELECTRICAL CHRISTMAS GIFTS—APPLIANCES THAT HAVE PROVED PERFECT:

Combination Table Sets
Bake Ovens
Coffee Machines
Comb Dryers

Curling Irons
Disc Stoves
Cigar Lighters
General Utility Motors

Egg Cookers
Immersion Heaters
Hair Dryers
Irons

Foot Warmers
Milk Bottle Warmers
Ranges
Saute Pans

Sterilizers
Shaving Mugs
Washing Machines
Water Heaters

Vacuum Cleaners
Teapots
Tea Kettles
Vibrators

Southern California Edison Company

426 South Myrtle Avenue

Telephone Main 6

Monrovia

TOYS AT COST

Only ten days until Xmas—and we are closing out certain lines at cost or less! Hundreds of toys to choose from Better Come Early!

Have you seen our many attractive gift offerings?

SUGGESTIONS:—

Perfumes Toilet Articles Stationery
Cards Hand Painted China
Xmas Decorations
Gift Trimmings

Sander Drug Store

WE DELIVER PROMPTLY

Phone Black 100 14 N. Baldwin (East Side)

Tires and Tubes Vulcanizing

There Must Be a Reason for the Rapid Increase in this Department of our Business. Give Us a Trial

RETREADING A SPECIALTY

Hendrie and Racine tires and Howe tubes in stock.

Sierra Madre Motor Car Co.

King 8
Reo

Blue 100
8 N. Baldwin

It's Christmastide!

I Play Role of Santa Claus



Lots of folks find me presenting them with gifts when they least expect it. That's the way we want ads. to work. Watch us regularly

FOUND—Pair Glasses in case. Owner may have same by calling at news office. 5tf.

WANTED—Competent, reliable housekeeper would like work by the day. Phone Red 132. 5tf

FOR SALE—House and lots at southwest corner of Hermosa and Mariposa Ave. See Mrs. F. Holbrook, at the house. 9tf

WANTED: Newspapers. Will pay 70c per 100lb, bundled flat. I. B. Goldberg, Black. 142. 9tf

3,000 Xmas cards, 1c to 25c each, at Doucet's.

Anything you want in the Music, Stationery and Kodak line at Doucet's.

FOR RENT CHEAP—8 Room house with two baths. Suitable for boarding house or one or two families. Cor. Highland and Grove. Call C. B. Reas. Phone Black 49. 10tf.

FOR RENT—Pianos, Kodaks Sewing Machines—at Doucet's.

LOST—This afternoon, purse containing five dollar bill, watch and return ticket to Pasadena. Address A. E. News Office 11*

WANTED—A young and refined woman wants work by the hour, care of children a specialty. Call 889 N. Lima. 11

FOR SALE—Three new beds and dressers, one new water power washer and wringer, 3 rugs. Also six room house with furnace and garage for rent. 455 W. Live Oak Ave 9*

FOR SALE—Poultry house. R. I. Red and Leghorn Pullets just starting to lay. 339 N. Auburn Ave. 11*

FOR SALE—A few Plymouth Rocks, Esty strain, 7 months old. Phone Green 102.

Where Did Santa Claus Come From?

THESE post-Christmas days shine with a light softer but perhaps more comfortable than that of the great feast itself. Particularly is this true of the first day after Christmas, especially when that day is Sunday. In England, of course, as in the time of the late Samuel Pickwick, Esq., who brought about the renaissance of Christmas, this is called boxing day, not because it is the occasion of stilted encounters, but because it is the time appointed for the distribution of those more or less spontaneous expressions of good will which are called Christmas boxes. Its more orthodox title is St. Stephen's day. It is, you know, the day on which the illustrious King Wenceslaus, with the assistance of his page, did his noble alighting.

We are not old English kings, so instead of having our page bring flesh and wine to the poor man on St. Stephen's day we give a dollar to the youth from the still vexed Bermuthes who chaperons the elevator in our apartment house, and for weeks before Christmas we affix to the flaps of the envelopes containing our letters little stamps bearing so called portraits of St. Nicholas of Bari. Theoretically this last process provides a modicum of Christmas cheer for certain carefully selected and organized poor people.

However this may be, the fact remains that the day after Christmas is a very good day indeed. The excitement of giving and receiving has passed away; there remains the quieter joy of sober contemplation. And when the day after Christmas is Sunday this contemplation will not be disturbed by the arrival of the postman, who, a relentless bill bringer, is, like the Greeks, to be feared even when bearing gifts. And, in spite of the remarks of every humorist who ever borrowed from his mother-in-law 2 cents to put on an envelope which should carry a joke about her to an editor, this post Christmas meditation nearly always is pleasant. It is assisted by the consumption of wife-bestowed cigars, which (again despite the humorists) are better than a man buys for himself. It is a pleasant meditation, for its subjects are things given and things received, good deeds done and good things experienced.

It also contains, this day after Christmas feeling, a quality of reconciliation, not of reconciliation with ancient enemies—this was all orthodoxly attended to on Christmas eve—but of reconciliation with affairs, of readjustment.

Where Bayberry Candles Come From.

It was the women of Hingham, that quaint old Massachusetts town, that first brought down from their attics their grandmothers' old candle molds and began making the sweet smelling green bayberry candles for a few appreciative people who wanted them to burn in homes furnished in antiques. The women of charming old Deerfield, in the same state, shortly followed suit, and then the housewives of Cape Cod saw their opportunity, all of them using the molds that had been in the towns for generations.

Queer Christmas Dinner.

Roast ostrich was the prime dish at the Christmas dinner of the Young Men's Christian association of Los Angeles, Cal., a few years ago. More than 1,500 persons were served from one bird.

DO YOU want a loan on your Real Estate? Any amount! See the First National Bank.

DRESS TRIMMINGS.

Style Tips About the Very Latest Garnishings.

For those who may still be doubtful regarding the fashionable dress trimmings of the season a review will not be amiss.

Among the most salient trimmings is wool embroidery in separable motifs or in bands. The richest oriental colors are used for the purpose, and in some instances the wool is combined with metal embroideries. Motifs in silk combined with wool are also in vogue. Such trimmings you can use appropriately on odd shaped pockets, on belts, on flat sashes, on corners of tunics and on the ever present bags. Wool fringes in blue, gray and black are in high favor. Beaded fringes, drops and tassels are very well liked.

On evening gowns beaded bandings are very modish. They are used as garnitures, as straps for corsages, and in some instances they are used to give the effect of a necklace. These bands are particularly well liked in jet, in crystal and in opal.

Persian colorings prove an incentive in the making of bead medallions.

Combinations of bead with chenille are used on gowns for both afternoon and evening. Chenille alone is also a strong trimming and is used in all sorts of colors.

Never before have spangles been so important. They are offered in infinite variety and are used largely to form the long waisted bodice, suggestive of the moyen age line.

Fur in larger quantities than ever is a favored trimming. Mole and seal are the favorites, but coney, skunk and opossum are not far behind. Fur cloth is also used a great deal and has proved a very pleasing substitute for the real fur.

Where laces are concerned silver, gold and chintilly seem to be the favored ones.

HOLIDAY BASKET.

None Too Soon to Begin Your Christmas Lists.

Almost any kind of weave, sweet grass or just plain straw, will make the base of this workbasket. To keep



DAINTY GIFT.

out the dust a figured silk top is slipped on to the upper rim, closing tightly with a silk cord of the same color. Any number of variations may come from this design.

WHEN YOU SERVE TEA.

Things to Do in Order to Be Really Hospitable.

Remember to add as a finishing touch to the tray or tea table a vase with a few flowers, a single rose, three or four asters or a yellow daffodil or so placed in a bud vase or held in place in a flat dish by a Japanese frog.

Always serve cream as well as lemon. Many persons do not enjoy tea without cream, and of course they will not be so frank as to tell you so when they see that the tea tray is not supplied with any.

Serve the cut sugar in the small half lumps. For a small cup of tea a large lump often proves too much, and it is always awkward to have to break a lump or to take a lump from the cup when it is half dissolved.

Take pains to see that the teapot and hot water jug are both well heated before pouring in the boiling water. By doing so the temperature of the boiling water will not be reduced in bringing the teapot and jug to level.

Remember to carry the pot to the boiling water and pour the water on the tea leaves while the water is actually boiling. Many persons wrongly feel that if the water has boiled it matters little whether or not it is still boiling when it is applied to the tea leaves.

Always serve sandwiches or toast in small portions. It is very awkward for the tea drinker to have to manage large portions. Bread and butter sandwiches should be of water thickness and should be cut in inch wide strips. A goodly supply should be on hand to make up for the smallness of the single pieces.

Guimpes For Children.

Guimpes are coming into vogue again for children. The practical wash fabrics are still to be among those popular with the smart little folk. Little plaited skirts seem to be used on practically every model, even on the smallest child. Some have the jackets slipped over the head or buttoned on the shoulders. Guimpes, which have often been made for little folk from their mothers' shirt waists, will be of much use to them this season, since practically all have the little white sleeves and yoke of lawn, linen, batiste, organdie and other sheer materials. For the fancy dresses georgette is used.

The Most Merry Christmas for the Least Money

WE HAVE PRICED ALL OUR HOLIDAY GOODS LOW ENOUGH TO ENSURE SELLING OUT THE ENTIRE STOCK. COME AND GET YOURS WHILE THE ASSORTMENT IS STILL COMPLETE.

The News Printery has won an enviable reputation as a holiday gift shop, chiefly by reason of the exclusive lines of novelties and greetings cards which we carry. The cards published by P. F. Volland & Co., of Chicago and Samuel Carpenter are acknowledged by the trade to be the most artistic and attractive on the market.

PRICES LOWER THAN LOS ANGELES—

You simply can't beat our prices on these cards anywhere. Cards which sell everywhere in the best shops for 5c are priced at 7 for 25c or 15 for 50c. The 10c cards are priced at 7 for 50c or 15 for \$1.00.

There are a few beautiful folders priced at 25c and 30c last season which we have lumped in with the 15c cards. If you hurry you may get a chance at these.

Our line of cards is larger and more varied than ever. Many customers declare it is more satisfactory than they can find in Los Angeles. There are post cards, folders and cards with envelopes. Some are hand colored and some are printed by the latest color processes to imitate water colors. Some are big and some are little.

Greetings on these cards are as varied as the designs. The sentiments and designs combine to radiate the very spirit of Christmas, often better than would be possible with an expensive gift. Some are formal, some are intimate. Some have a touch of humor and some have a devotional touch. All are in good taste.

10c DENNISON TAGS AND PACKAGE DRESSINGS AT 5c

Here is something you all need to make your packages really Christmas-like. There are all kinds of tags, seals, labels, poster stamps and gummed tape etc. They are sold the world around for 10c. These must go, hence the price—just half.

We also have tissue and crepe paper in white, red and other colors with which to wrap your gifts. Dennison gift boxes, strong enough for parcel post shipment, at 10 and 15c. Heavy wrapping paper for shipping packages, in 24-inch and 36-inch widths, put up in 10c rolls for your convenience.

FEMININE FANCIES AT ASTONISHING PRICES—

There is a delightful assortment of "Thoughtful Little Gifts" from the Pohlson Shop at Pawtucket, R. I. These, too, have been marked at sure-sale prices. They are carried only at the high class stores in Los Angeles and our prices are about half what you would pay there.

This Pohlson assortment includes sachets in various forms, as well as many other really useful articles. Prices range from 15c to 50c.

BOOKS AT ONE-THIRD OFF—

We want to close out all our books. There are a number of desirable gift books, including books on birds and other nature subjects, books of verse and children's books. The nature books are standard publications and this is a rare opportunity to buy for yourself or others.

Children's books of especial merit are among the books we have marked down. Just the thing to make the youngsters glad.

Particular attention is directed to a book by Miss Eleanor Tucker of Sierra Madre entitled "Mr. Snipdoodle of Kandyland." This book attracted much favorable attention last year and should have a large sale. 50 cents net.

PICTURES FOR GIFTS—

We have a few famed and unframed pictures, all of them really good. Prices from 25c to \$2.00, which is about half the prevailing prices for similar pictures.

LEATHER TOURIST TABLETS—

These make unusually attractive gifts, either for travelling or for use about the home. Real leather covering. Prices from 75c to \$1.50, being another case of knocking from one-third to one-half from usual prices.

METAL FRAMES FOR PORTRAITS—

Put your picture in one of these little frames for desk or mantel and delight one of your friends. 25c, 35c and 50c. Permanent gold and silver finish. Another half-price offering.

STATIONERY AT PEACE PRICES—

You have heard a lot about the advancing price of paper, and it's all true. But we are selling our varied lines of fine stationery at "before the war prices." It's always acceptable as a Christmas gift.

WARD'S LINE-A-DAY AND ADDRESS BOOKS—

Here is another suggestion for people of taste. These handsome and useful little books will solve many a Christmas puzzle. Prices range from 20c to \$1.50.

MAYBE YOU NEVER HEARD OF A SPECIAL SALE OF HOLIDAY GOODS BEFORE THE HOLIDAYS. THEN TRY THIS ONE FOR BARGAINS.

The usual procedure is to sell everything possible at high prices before the holidays and then work off the surplus with a special sale afterwards. Here you have all the advantage of a special sale before the holidays. **BETTER HURRY.**

THE NEWS PRINTERY

THE SIERRA MADRE NEWS

GEORGE B. MORGRIDGE Editor and Publisher

An Independent Newspaper devoted to the dissemination of local news and to the development of Sierra Madre

Published Every Friday
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Telephone Black 42 (Either System)
Official Newspaper of the City of Sierra Madre

WITH SCISSORS AND PASTE

GOOD ADVERTISING COSTS NOBODY ANYTHING

One of the many services that the California Fruit Growers Exchange has rendered Southern California is to demonstrate afresh and forcibly that ADVERTISING IS NOT AN EXPENSE.

The basis of good advertising must be MERIT. If the advertiser calls attention to any article, and the buyer finds, after he has bought the article that he is not glad he bought it—that was not good advertising.

The first thing that the organization of orange growers has done is to insist on MERIT in the product, all the way down the line. Oranges, to bear the name "Sunkist," must be uniformly good oranges, sweet, full of juice, flawless, carefully packed, carefully shipped and handled. To accomplish this has probably cost the grower about two cents a box.

With this established MERIT, the exchange has advertised its product. It has put before the buying public and kept before the buying public the idea that "Sunkist" was another way of saying "uniformly good" and it has kept that same idea before the minds of the men who were picking and packing and shipping the oranges.

Now the price of oranges fluctuates with demand, with cold or warm weather, with supply, and with other varying conditions. It is impossible to measure, in more than general terms, just what effect this fixing of a definition of the word "Sunkist" has had upon the price of the product. Very shrewd fruit dealers have established the average increasing effect upon prices at from fifteen cents to twenty cents a box.

To improve the grade has cost TWO cents. To advertise has cost TWO AND ONE-HALF cents a box. That is FOUR AND ONE-HALF cents a box. The average increase in selling value has been more than FIFTEEN cents. There is at least TEN AND ONE-HALF cents a box not accounted for.

Who paid it?

The buyer, because he had been shown how to get a certain proven MERIT, would have paid the increased price voluntarily. It was worth that much more to get a good product that his customers knew about and for which the shipper was responsible. So it cannot be said to have cost him anything. The seller got an increased price for his product. More oranges were sold, so production costs could be reduced. So the consumer benefited by the lower prices. Who paid it? No one paid it. It was a CREATED value and paid for itself.

Last winter the exchange tried some midwinter advertising. They put California LEMONS into the minds of American housewives. They told how good they were, how useful, how reliable in quality. The result—the best January market for lemons the trade had ever known. That advertising cost less than four and one-half cents a box. And the housewives that paid the higher price for lemons got more than their money's worth. The whole transaction was CREATIVE.

Advertising "limelights" a product. It invites criticism or approval. If people had not found the oranges to be good, so that they wanted to buy and eat more and more and more of them, then the advertising would not have proven the success reported by the advertisers.

If you have the UNDERLYING MERIT in your product then good, intelligent advertising CANNOT cost you anything, because it CREATES a value greater than its own cost.

ON THE DAY

AFTER CHRISTMAS

OUR word Santa Claus is a corruption of the Dutch San Nicolaas, and the story of the original saint from whom the name and the custom come is told in the Encyclopedia Britannica as follows: "St. Nicholas, bishop of Myra, in Lycia, a saint honored by the Greeks and the Latins on Dec. 6."

"His cult is as celebrated as his history is obscure. All the accounts that have come down to us are of a purely legendary character, and it is impossible to find any single incident confirmed historically."

"The main facts of his life are usually given as follows: He was bishop of Myra at the time of the Emperor Diocletian, was persecuted, tortured for the faith and kept in prison until the more tolerant reign of Constantine and was present at the council of Nicea."

"It should be observed that this last circumstance is ignored by all historians; and that St. Athanasius, who knew all the notable bishops of the period, never mentions Nicholas, bishop of Myra. The oldest known monument of the cult of St. Nicholas seems to be the Church of Sts. Pricus and Nicholas built at Constantinople by the Emperor Justinian. In the west the name of St. Nicholas appears in the ninth century records of the martyrs, and churches dedicated to him are to be found at the beginning of the eleventh century. It is more especially, however, from the time of the removal of his body to Bari, in Apulia, that his cult became popular."

"The inhabitants of Bari organized an expedition, seized his remains by

ans of a rose and transported them to Bari, where they were received in triumph on the 9th of May, 1087, and where the foundations were laid for a new basilica in his honor. This was the origin of a famous and still popular pilgrimage. There are nearly 400 churches in England dedicated to St. Nicholas. He is the patron saint of Russia, the special protector of children, scholars, merchants and sailors."

"In art St. Nicholas is represented with various attributes, being most commonly depicted with three children standing in a tub by his side. Of the various interpretations of this none is absolutely certain."

"One explanation has been sought in the legend of St. Nicholas miraculously restoring to life three rich youths who had been murdered, cut up and concealed in a salting tub by a thievish innkeeper or butcher in whose house they had taken lodging."

"A legend of his surreptitious bestowal of dowries upon the three daughters of an impoverished citizen who, unable to procure fit marriages for them, was about to sell them is said to have originated the old custom of giving presents in secret on the eve of St. Nicholas, subsequently transferred to Christmas day."

"Hence the association of Christmas with 'Santa Claus,' an American corruption of the Dutch form 'San Nicolaas,' the custom being brought to America by the early Dutch colonists."

LOST—This afternoon, purse containing five dollar bill, watch and return ticket to Pasadena. Address A. E. News Office 11*

A Christmas Eve Adventure

ONCE on a time in a queer little town
On the shore of the Zuyder Zee,
When all the good people were fast asleep,
A strange thing happened to me.

Alone the night before Christmas,
I sat by the glowing fire,
Watching the flame as it rose and fell,
While the sparks shot higher and higher.

Suddenly one of the sparks began
To flicker and glimmer and wink
Like a big, bright eye till I hardly knew
What to do or to say or to think.

Quick as a flash it changed to a face,
And what in the world did I see
But dear old Santa Claus nodding his head
And waving his hand to me!

"Oh, follow me, follow me!" soft he cried,
And up through the chimney with him
I mounted, not daring to utter a word
Till we stood on the chimney's rim.

"Now, tell me, I beg you, dear Santa Claus,
Where am I going with you?"
He laughingly answered: "Why, don't you know?
To travel the wide world through."

"From the crystal palace, far in the north,
I have come since dark, and see
These curious things for the little folk
Who live on the Zuyder Zee."

Then, seating himself in his reindeer sledge
And drawing me down by his side,
He whistled, and off on the wings of the wind
We flew for a midnight ride.

But first such comical presents he left
For the little Dutch girls and boys—
Onions and sausages, wooden faced dolls,
Cheese and gingerbread toys.

Soldiers that marched at the word of command,
Necklaces, bracelets and rings,
Tiny gold watches, all studded with gems,
And hundreds of exquisite things.

Straight to America then, where I,
Perched on a chimney high,
Watched him scramble and bustle about
Between the earth and sky.

Many a stocking he filled to the brim,
And numberless Christmas trees
Burst into bloom at his magical touch.

Then all of a sudden a breeze
Caught us and bore away to the south
And afterward blew us out west,
And never till dawn peeped over the hills
Did we stop for a moment's rest.

"Christmas is coming!" he whispered to me.

"You can see his smile in the sky.
I wish merry Christmas to all the world.
My work is over. Goodbye!"

Like a flash he was gone, and I was alone,
For all of this happened to me
Once on a time in a queer little town
On the shore of the Zuyder Zee.

"Who Gave Us Christmas Day?"
A happy, happy Christmas
Be yours today!
Oh, not the falling measure
Of fleeting earthly pleasure,
But Christmas joy abiding,
While years are swiftly gliding.
Be yours, I pray,
Through him who gave us Christmas day!

Four Ancient Christmas Carols

THE ancient Christmas carol "Holy Night" is German in its origin and is considered by many persons to be the most beautiful of all Christmas carols. It has sometimes been ascribed to Martin Luther, but the consensus of expert opinion is that it is much older than his time and is one of the oldest of German folk songs.

The carol "God Rest Ye Merry, Gentlemen," is English in its origin and dates back to about the beginning of the seventeenth century, although the author of the words and the composer of the music are unknown. The fine old melody sung to this poem possesses all the best qualifications of a sterling hymn tune and will probably last as long as the verses with which it is always associated.

Originally the old carol was sung in polyphonic harmony with the melody placed in the tenor, as was the invariable custom of the seventeenth century. Modern transcriptions of it, however, have placed the melody in the upper voice part instead of the third voice part, as formerly. This carol, too, is one of the most popular and most beautiful in the entire range of Christmas music.

The carol "Draw Nigh, Immanuel," is one of the oldest pieces of coherent music in existence, and both the words and music far antedate any of the others. The music is an old French melody, dated from the thirteenth century, although, of course, it has been harmonized to conform with more modern standards.

There is a most curious but beautiful musical effect at the close of this carol. The words of "Draw Nigh, Immanuel," are about 100 years older than the music, being taken from the Mozarabic breviary of the twelfth century, and it is generally believed that they were taken from the liturgy of the early Christians at Toledo, Spain, where the Mozarabic breviary was formulated.

Another carol, "The First Noel," has a traditional French melody and probably originated in Breton, although the exact origin of this fine old song is somewhat in doubt.

CHRISTMAS PLAYS IN THE HOME THEATER.

The dramatic instinct is strong in most children and should be encouraged, says Mrs. Blanche Cole Rosedale in the New York Evening Sun. To the young child its exercise serves to while away many rainy hours; to the older child it can be made a source of inspiration to noble deeds and a means of gratifying the longing for romance and the desire for adventure.

Where there are two or more young children Santa Claus plays of all sorts will occupy the pre-Christmas days.

The most popular and simplest one is that in which one child represents the beneficent saint and the rest of the family go to bed after hanging the stockings. The saint fills the stockings and makes what other preparations his imagination can compass, then usually becomes a child again and goes to bed himself, not wishing to be left out of the Christmas morning fun so soon to follow.

All Christmas stories may be dramatized. The story of Gretchen, who set her shoe by the chimney and found a poor sparrow in the toe, will be acted out with as many embellishments as the story teller has been able to add.

There is a story of two children who awoke to find Santa Claus in their room. They accompanied him to toyland and back with many adventures on the way. This lends itself well to play also. Relieving the distress of a poor family on Christmas morning is a pretty play. The generous Samaritans go laden with toys to the unhappy ones, and play ends in a joyous dance.

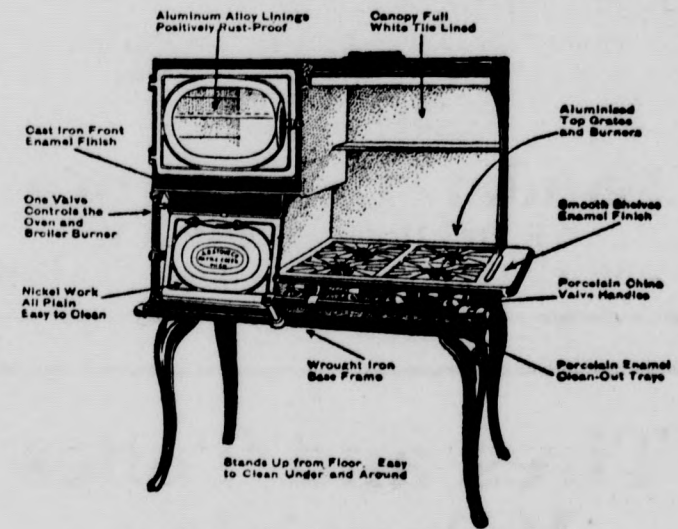
While the dramatizing spirit is in the children will not stop with Christmas tales, but will play Cinderella, Goldilocks, Squire Nutkin and any other simple story which is familiar to them.

GRANDMA'S CHRISTMAS



CHEAPER GAS IS COMING

When Ready to Buy that Gas Range don't fail to look at the A-B



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Christmas Worries Eliminated

There is no more sensible gift than a BANK CREDIT.

Start that BOY and that Girl on the sure road to future—

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by opening a Savings Account at the FIRST NATIONAL BANK

Let us send them a Coin SAVINGS BANK for

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A DOLLAR will secure the bank and Open an account.

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Sierra Madre, California

Xmas Presents!

Pick Yours Out of Our Lines of—

VICTROLAS, GRAFONOLAS, PIANOS, STRING INSTRUMENTS, WATCHES, JEWELRY, STATIONERY, BOOKS, MECHANICAL BUILDERS, SEWING MACHINES, KODAKS, ETC.

The A. M. Davis line of Xmas Cards 1c to 25c each. All engraved.

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OUR LEADERS—

Scratch feed, no grit, no shell, all clean grain, at mill prices. Egg Food, or dry mash. I mix it myself. My 15 years' experience mixing and selling feed assures you the proper feed for egg production. 80lb sack, \$1.90 per sack; 90lb sack, \$2.15 per sack. Weight stamped on sack.

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139 Esperanza, between Baldwin and Hermosa
Originator and breeder of the world-famous Monarch Minorca Poultry

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At \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50 and up to \$5.00. Boot Silk Hose 50c. This is an exceptional value of Fibre Silk and comes in black, white and colors.

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Camisoles, Petticoats, Envelope Chemise, Breakfast Jackets, and Boudoir Caps, in white and flesh. Exquisite creations, beautifully trimmed with laces and ribbons.

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